

RELEASED IN FULL

INFO	LOG-00	AID-00	AMAD-00	CIAE-00	INL-00	DNI-00	DODE-00
	DOTE-00	PDI-00	DS-00	EB-00	FAAE-00	FBIE-00	UTED-00
	VCI-00	H-00	TEDE-00	INR-00	IO-00	VCIE-00	NSAE-00
	OMB-00	SP-00	IRM-00	SSO-00	SS-00	NCTC-00	FMP-00
	SCRS-00	DSCC-00	PRM-00	DRL-00	G-00	NFAT-00	SAS-00
	SWCI-00	/000W					

-----E74D61 221812Z /38

R 221814Z JUN 06

FM AMCONSUL GUADALAJARA

TO AMEMBASSY MEXICO

SECSTATE WASHDC 9618

INFO ALL US CONSULATES IN MEXICO COLLECTIVE

AMCONSUL GUADALAJARA

UNCLAS GUADALAJARA 000434

DEPT FOR WHA/EX, EMBASSY FOR POL, ECON AND MCCA

E.O. 12958: N/A

TAGS: PGOV, PINR, KDEM, MX

SUBJECT: AMLO CAMPAIGN PREDICTS VICTORY (OF A SORT) IN JALISCO

1. Summary: The Coordinator of PRD Presidential nominee, Manuel Andres Lopez Obrador's (AMLO), local campaign is predicting victory of a sort in Jalisco. The Coordinator, Jose Guadalupe San Maripa De La Pena, is sure that AMLO will finish in second place behind PAN candidate, Felipe Calderon, on Election Day July 2. A strong second place finish would indeed be a kind of victory for AMLO in this conservative state where the PRD has never done particularly well. Barring any unforeseen circumstances, post tends to agree with the Coordinator's assessment of the presidential campaign's outcome in Jalisco. Given the number of registered voters in Jalisco, even a second place finish for AMLO could have significant national implications. End Summary.

 Second Place is Still a Win

2. The western Mexican state of Jalisco is very religious, very conservative and, overall, very lukewarm to the PRD. Currently the PRD is in fourth place in the pecking order of political parties in Jalisco having fallen behind the current third place holder, the PVEM (Green party), in the state's 2003 elections. Up until now the PRD has never captured much more than some 13

UNCLASSIFIED

percent of the state's votes in any election. Consequently, anything above a vote figure in the low teens would be a real gain for the PRD in Jalisco and this year that may well be possible. Anecdotal information suggests that Andres Manuel Lopez Obrador may poll better in Jalisco than any other PRD candidate in recent memory.

The Sure Winner and the Also Ran

3. Over the past 12 years the PAN has governed Jalisco. Local political observers claim that Jalisco played a major role in the election of President Vicente Fox. In fact, the conventional wisdom here is that then candidate Fox obtained more votes in Jalisco than in any other state in Mexico.

4. Jalisco was the state where Felipe Calderon essentially began his campaign to become the next president of Mexico. All of the major factions of the PAN in Jalisco have been united behind Calderon almost from the start. No one in Jalisco denies that Felipe Calderon will easily come in at first place as the main vote-getter during the presidential. The only real doubt about a Calderon victory is about the size of his win.

5. On paper the PRI's presidential nominee, Roberto Madrazo, should be the hands-on favorite to win the second largest number of votes in the state. The PRI has more activist members than any other political party in Jalisco. It has an effective party machine for getting its core voters to the polls and the PRI's gubernatorial candidate is running neck and neck with his PAN counterpart to become the next governor of Jalisco. All of these factors argue in the PRI's favor on Election Day July 2 except for the fact that the party's candidate is Roberto Madrazo.

6. With the exception of a small handful of diehard supporters, Madrazo has never been popular in Jalisco even among party militants. Whenever given the choice of voting for either Madrazo or any other candidate, the voters in Jalisco have always chosen any other candidate. Beyond the occasional billboard and the national TV spots (which can be purchased from Mexico City) there is almost no evidence of a Madrazo campaign in Jalisco. Moreover, in recent months, there has been a steady stream of PRI activists leaving the party to join either the PRD (the large majority) or the PAN (not quite as many). Most of our PRI contacts frankly admit that Madrazo's presidential bid is a lost cause.

UNCLASSIFIED

UNCLASSIFIED

AMLO the Inevitable

7. Given that Felipe Calderon appears to have a lock on first place among voters in Jalisco and the many factors working against Roberto Madrazo, the AMLO campaign is very optimistic about their candidate. According to AMLO campaign "Coordinator", Jose Guadalupe San Maripa De La Pena, Lopez Obrador is poised to win enough votes in the state to come in not only in second place but as a strong second. Jalisco has some four million registered voters and the possibility that Lopez Obrador might come in second with these voters has the AMLO campaign looking to win (relatively) big.

8. Despite his obvious optimism about the prospect of AMLO doing well in Jalisco, San Maripa told AmConsul Guadalajara that the campaign was realistic about the opinion of the PRD among a large number of the state's voters. Most people in Jalisco who express a willingness to vote for AMLO do not extend that intention to vote for other PRD candidates. For most of Jalisco's voters, AMLO is in a class by himself.

9. San Maripa hinted that the AMLO campaign's own polling in the state indicate that the candidate has an excellent chance of winning an unprecedented (for a PRD candidate) number of votes in Jalisco. A strong AMLO showing in Jalisco, San Maripa said, could well be the key to a Lopez Obrador electoral victory on July 2. Ultimately, San Maripa told AmConsul Guadalajara, there was no way to know for sure until the votes were counted on election day who would be the next president but it was clear he did not expect to be unpleasantly surprised on July 2.

Comment

10. In recent weeks many of post's local contacts are grappling with the possibility that Lopez Obrador might well be the next president of Mexico. No one, of any political stripe, believes AMLO will win more votes in Jalisco than Felipe Calderon. That said, many observers here also acknowledge that AMLO has rebounded in national opinion polls which speaks loudly of his strength as a candidate in other parts of Mexico. Here in Jalisco, post personnel who have attended both AMLO and Calderon campaign events note that the candidates are fairly evenly matched when it comes to drawing a crowd. Filling a plaza is not the same thing as filling a ballot box, but AMLO's ability to fill plazas in conservative Jalisco has greatly encouraged his local supporters. Given the number of potential votes in

UNCLASSIFIED

UNCLASSIFIED

Jalisco, a strong second place finish here could very well have a significant impact on the outcome of the July 2 election.

SALMON

NNNN

UNCLASSIFIED